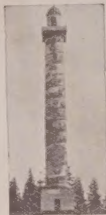


# Astorian Evening Budget

WESTWARD THE COURSE OF EMPIRE TAKES ITS WAY

ASTORIA, OREGON, MONDAY, FEBRUARY 24, 1936

## HISTORICAL SECTION



ASTORIA COLUMN



Astoria in 1811

1936

ASTORIAN-BUDGET  
DEVELOPMENT EDITION  
Commemorating  
ASTORIA'S  
125th ANNIVERSARY



## The ASTORIA COLUMN

For the historical legend of the frieze read up on the column, first description being that of bottom panel:

(14) Before the White Man—the Forest Primeval; (12-13) Discovery of Columbia River by Capt. Robert Gray in Ship Columbia 1792; (11) Lewis and Clark expedition first to cross the continent arrives at Astoria 1805; (40) Lewis and Clark Expedition boiling water to obtain salt at Seaside; (8-9) Lewis and Clark expedition builds Fort Clatsop and spends winter of 1805-1806 on Lewis and Clark river near Astoria; (7) John Jacob Astor's Pacific Fur company ship Tonquin sails from New York 1810; (6) Ship Tonquin arrives at Astoria 1811, Building Fort Astoria; (5) Pacific Fur company overland party arrives at Astoria 1812; (4) Pacific Fur company ship Tonquin blown up at Vancouver Island 1811; (3) Fort Astoria sold to the British and renamed Fort George 1813; (2) Fort Astoria restored to the United States 1818; (1) Coming of the settler and civilization.



## ASTORIA IN 1811 AND 1898—125 YEARS OF A CITY'S GROWTH



## Astoria Founding Among Nation's Romantic Tales

Perhaps one of the most romantic sagas in the history of the United States is the chain of events leading up to the settlement of Astoria, first white community to be founded in the entire Pacific northwest.

It was here that United States dominion on the Pacific coast was first founded, and the enterprising Americans had not discovered the Columbia river 125 years ago and built a fur trading post here on its banks, the nation might never have extended farther west than the Rocky mountains and a foreign flag might today wave over the entire Pacific coast from Canada to Mexico.

The story of Astoria, traced back to its beginnings, goes almost to medieval times. It starts with the first voyages on the Pacific coast to the 1500s by venturesome Spanish navigators beating to the unknown north and by the sea dogs of Elizabethan England—Drake, Cavendish and the rest who braved stormy Cape Horn to harass the Spanish galleons in the distant Pacific.

### Drake May Have First Seen Oregon's Shores

Sir Francis Drake may have been the first English sailor to see the coast of Oregon. He drove his ship far to the north from Mexico and certainly called in California harbors. How far north he came before turning his prow westward for the long voyage to China is not known, but some think he saw Coos bay.

Other English sailors saw this coast during the next two centuries, but none found the Columbia river. Of this river there were many rumors, but no known facts, by the middle of the eighteenth century.

English navigators explored the coast, but stayed away from the angry breakers of the bar. One of them, Captain Meares, saw the rocky north headland of the entrance and called it Cape Disappointment to express his feelings regarding likelihood of a river being there.

But in 1792 an American ship appeared on the little-known coast. Captain Robert Gray of the ship Columbia of Boston was a more daring skipper than the British and Spaniards who stayed well offshore, away from dangerous rocks and towering cliffs.

### Captain Gray Decides to Investigate Harbor

Captain Gray poked his ship's head into one harbor that the British had shunned, and thereby gave his name to Gray's harbor, 50 miles north of the Columbia.

Turning southward, he arrived off Cape Disappointment on a fine May morning, with a brisk northwest breeze blowing. Climbing to the royal yard, Captain Gray peered long through his glasses at the line of breakers south of the rocky cape. He noted the muddy colored water that rolled 20 miles out to sea.

"I'd bet my bottom dollar there's a river here," said one Yankee skipper. "I'll make certain. Vancouver and Meares told me there is none, but I doubt it."

Down from the mast dropped Gray. The yards were squared to the westerly winds and the Columbia rolled over the gentle swells toward the mysterious harbor.

### Finds Smooth Entrance Through Bar's Breakers

The weather gods were kind to the daring skipper and he found a smooth pathway through the breakers. The Columbia glided into a smooth haven and Captain Robert Gray sent his anchor settling down into the waters of Gray's bay. The Columbia river had been discovered, and America had laid its first claim to the great Oregon country.

The next chapter in the Oregon and Astoria his-

tory began in Washington, D. C., where President Thomas Jefferson dreamed of an exploration of the far, unknown west.

Two young army officers, veterans of the Revolution and eager for something to do, fell in with Jefferson's plans and as a result in the spring of 1805 Meriwether Lewis and William Clark left the western-most American settlements at the mouth of the Missouri with a small party and headed up that vast river into the mysterious west.

Up the Missouri to its farthest sources, they entered the country of Indians who had never seen a white man. An Indian woman, Sacajawea, of the Snake tribe, knew the passes across the Rockies. With her pointing out the way, they crossed these mountains, the Bitter Root range, and other lofty ranges and finally came out on the plains of the upper Columbia.

Down this river they went until at last they saw the sea, late in the fall of 1805.

### Lewis and Clark Built Fort Near Astoria

Southwest storms and drenching rain were their greeting to this region, but they persisted and with the help of Chief Coboway of the Clatsop tribe selected a grassy slope on the banks of Netel (now Lewis and Clark) river and built a log stockade and fort.

Here they spent the winter, buying fish from the Indians, mending their clothes, hunting elk and deer in the hills, boiling salt sea water for salt at the rock cairn which stands today in the city of Seaside.

In the spring they left on the long return journey, but they had added another American claim to this Oregon country.

### German Immigrant Gets Dream of Fur Trading Post

No immediate results followed the Lewis and Clark journey, but a few years later in New York a German immigrant who had made a fortune in the new world dreamed of the furs on the huge and little known river of the far west.

This man, John Jacob Astor, determined to realize his dream. He hired expert Canadian fur trappers, bought a ship, the Tonquin and hired Captain Jonathan Thorne of the United States navy to follow the trail of Lewis and Clark and gave charge of it to Wilson Price Hunt, an American experienced in frontier life.

With orders to establish a fur trading post at the mouth of the Columbia, Hunt left overland in 1811 and the ship Tonquin sailed on the long voyage around Cape Horn.

Both these expeditions reached their goal and both have become famous.

### Tragedy Marks Tonquin's Arrival in Columbia

Thorne, the ex-navy man, did not get along with his Canadian passengers, but he managed to bring his ship to the Columbia river after a long voyage by way of Hawaii in which mutiny threatened many times.

Tragedy marked the Tonquin's arrival. Captain

Thorne reached the coast in a southerly gale. He put two small boats overside to take soundings on the bar and both were wrecked in the breakers. One was lost with all hands, but two survivors, half drowned, scrambled ashore from the other.

The Tonquin nearly broke her back bouncing across the rough bar, but managed to reach safe haven within the river. Captain Thorne disembarked his passengers on a hilly point on the south shore. They worked hard, clearing away the brush and trees, and eventually managed to erect a permanent stockade and fort. This was Astoria.

Captain Thorne and the Tonquin sailed away to the north to buy furs. How treacherous Indians of Vancouver island boarded his ship in large numbers, massacred the crew, and were themselves killed in a mysterious explosion that destroyed the vessel are another story.

Meanwhile the party in Astoria kept busy. They traded with the nearby Indians, improved their fort, and awaited the arrival of Hunt's overland group.

### Hunt's Party Arrives After Terrible Trip

Hunt and his men had plenty of grief. They lost their way in the great western plains, nearly starved to death and almost froze to death and had shipwreck and other disasters in trying to navigate the dangerous Snake river canyon.

But finally they reached Astoria and there was great rejoicing. The Astorians began to explore the country and established branch posts in the far interior, beyond The Dalles of the Columbia, and in the Spokane country.

But trouble was ahead. Hunt, the only American citizen among the leaders, sailed away on the first ship for Hawaii to get more supplies and men for the little colony. Meanwhile the War of 1812 broke out. The leaders left in Astoria were Canadians and British subjects.

Some of them began to lose their enthusiasm for the colony. There was dissension and trouble. Finally in 1812 a British warship, the Racoon, appeared in the lower harbor and anchored opposite Astoria.

What happened then is a shameful blot on the men Astor had put in charge of his expedition. Instead of making any attempt to save Astoria from the British, they went to meet the British captain and soon concocted a deal whereby the whole supply of furs valued at around \$100,000 and the post, were sold to the British for \$40,000 and the place was renamed Fort George. The Stars and Stripes were pulled down and the Union Jack waved over the lonely fur trading post at the Columbia's mouth.

That shameful surrender of Astoria ruined the business as far as Astor was concerned, but the men who sold Astoria were not to realize the fruits of their treachery. The foundation for American ownership of the Columbia river country had been laid by discovery, exploration and settlement. The little community of Astoria came back into American hands after the war was over and it has remained American soil to this day.



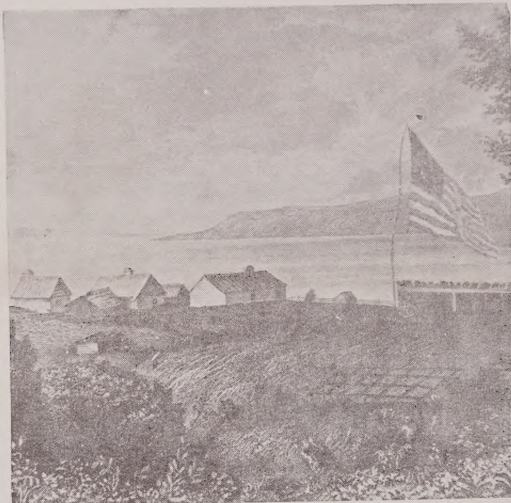
SOME STAGES IN ASTORIA'S GROWTH FROM TRADING POST TO CITY



Astoria in the 1870s



Astoria in the 1850s



Astoria in the 1840s

## Astoria Observes 100th Birthday In Fine Style

Astoria celebrated her 100th birthday in a style befitting a community which represented the pioneer settlement of the great Pacific northwest territory. Starting on August 10, 1911 was Astoria's Centennial, still bright in the memory of thousands of citizens living in all parts of the Pacific coast, the celebration continuing in gala style for almost a month, running through the Centennial Regatta in the early part of September.

The celebration attracted nation-wide attention and press comment. President Taft opened the festivities by pressing an electric button. The president's personal representative, the Hon. John Barrett, himself a former Astoria newspaper man, brought a personal message from the chief executive.

### Many Noted People Present For Affair

The governors of Oregon and Washington, a representative of the governor of California, and many other dignitaries of civil, military, and naval circles attended.

The opening program, held in the Centennial stadium at the city park, built in a natural amphitheatre that still exists there, drew over 15,000 people.

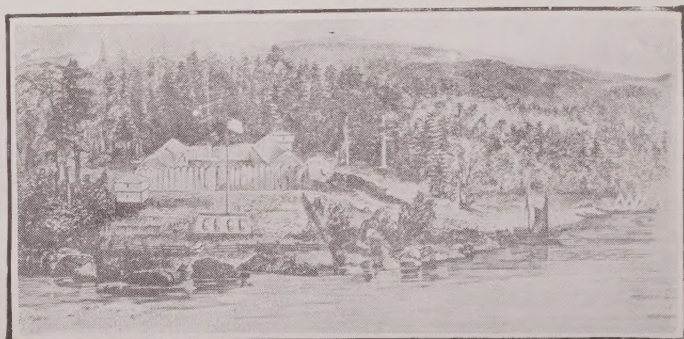
One of the big events of the program was the presentation of the pageant-drama, "The Bridge of the Gods". The production drew thousands to the stadium for a number of nights and was later presented in Portland and other cities by the Astoria cast. Principals of the play were Charles R. Robison, as Cecil Gray; Leo Wise as Chief Multnomah; Miss Emma Wootton, now Mrs. Elmer Hall, as Wallula, daughter of Multnomah; J. M. Anderson, as Tohmish, the seer; and J. L. Joyce, as Snoqualmie.

### Parades Of All Kinds Feature Festival

There were parades of all kinds, mammoth floats and flower parades, and military parades. Band concerts were a daily occurrence with the noted Ellery band appearing here for a long stay. A large group of real Indians was brought here from Eastern Oregon and in native dress they added much color to the "Bridge of the Gods" performance.

Industrial and agricultural exhibits were displayed at the Centennial site in the city park. There was a big Pacific coast championship field and track meet.

A large number of conventions poured thousands



Astoria in the 1820s

of visitors into the city during the Centennial period. The Portland Ad club brought a big excursion, a special train of Masons convened here, the Elks had a big gathering, the Order of Hoo Hoo took over several days of the celebration as did some 500 persons who came to attend the Oregon Development league convention.

### Salem Day Attracts Many To Festival

There was a Salem day which drew a large gathering from that city. A Washington day which brought an official party and hundreds of visitors from that state and a big delegation of Californians who came for California day.

Thousands of Portlanders visited here during part

of the celebration period.

Governor Oswald West was a frequent visitor and practically all other state officials attended.

The Centennial Regatta drew the largest crowd ever gathered here for an event of its kind. One of the heralded attractions was a marvelous flying machine and the fact that the airplanes actually flew without trouble was heralded on the front pages of the local newspapers.

Dr. H. L. Henderson was mayor of Astoria at the time, and president of the Centennial commission, and he and the many who assisted in the staging of the event, must be congratulated by people of Astoria of a quarter of a century later, for their energy and enthusiasm in managing the most successful community event ever held here.

## City's Population Grows Fastest In Recent Years

Astoria was founded in 1811 by the fur trading party sent to the Pacific coast by John Jacob Astor, but it was not until about 1870, almost 60 years later, that the community began to be more than a tiny collection of log cabins and wooden wharfs perched precariously along the edge of the river.

In 1860, when the first census was taken, the population was only 252 persons.

The next ten years saw only minor growth with the 1870 census showing 639 inhabitants.

The period 1870 to 1890 saw the community enjoy its greatest growth.

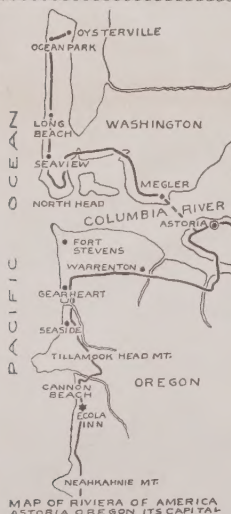
Between 1870 and 1880 the population jumped to 2803 and picked up almost another 200 per cent by 1890 when the figures show Astoria with 6184 inhabitants.

The next ten years saw a 33 per cent gain in population with the Astoria of 1900 rated at 8381 inhabitants.

The rate of community growth then slackened. In 1910 the population had jumped to 8598. During the next decade there was a big influx of people to Astoria, drawn by the development of shipbuilding and other maritime activities resulting from the World War. As a result Astoria's population for the 1920 census was rated at 14,027 and had the count been made three or four years before it probably would have found in excess of 20,000 people in the city.

This period resulted in Astoria's peak growth. After the war shipbuilding activities dwindled to a minimum. The many employed in this industry and the many gathered to serve their needs drifted away. The big Hammond mill fire took others and the big Astoria fire in 1922 cost the community more inhabitants, so that the 1930 census showed the population at 10,349.

The period of economic depression and particularly its effect on the timber industry caused further population losses in the district, but development of many lines of agricultural industry new in the region in the past few years, the pick-up in the timber industry; improved conditions are expected to absorb this latest loss and Astoria is looking for population progress in 1940.



MAP OF RIVIERA OF AMERICA  
ASTORIA OREGON ITS CAPITAL

# SHIPPERS

MUST CONSIDER

## Caution, Speed and Efficiency

Shipping of perishable and delicate cargo **MUST** be careful, yet accomplished with efficiency and speed . . . and back of all these necessities is capable and reliable personnel throughout the ranks of a shipping concern. The reputation of the American-Hawaiian has been earned through years of adherence to these principles . . . and it is with pride that we point to the fact that loss and damage claims have shown sharp reductions year after year. Shippers along both the Atlantic and Pacific Coasts depend upon American-Hawaiian for reliable and prompt shipping.

## American-Hawaiian Steamship Co.

Superior Coast to Coast Service

Agents

**ASTORIA SHIPPING COMPANY, Inc.**

Astoria, Oregon

## SUPERIOR MOTOR STAGE SERVICE

Astoria to Portland, Seaside, Gearhart, Rainier, St. Helens, Etc.

Departing from Hotel Astoria, Duane Street, for Portland, etc, 9:00 A. M., 2:05 and 7:00 P. M.; for Seaside, 7:00 A. M., 1:00 and 5:05 P. M.



FARES	One Way	Round Trip
Portland	\$3.00	\$4.00
Seaside	.55	.75
Gearhart	.48	.65
Clatskanie	1.00	1.35
Rainier	1.62	2.20
St. Helens	2.21	2.95



J. C. WRIGHT, General Agent Phone 113  
Stage Station, Phone 550



Cannon Beach Scenes



SOME SCENES ON NEW NEAHKAHIE MOUNTAIN ROAD, WITH VIEWS OF NEW SADDLE MOUNTAIN STATE PARK



The rugged face of Neahkahie mountain, with the new highway winding along it.



Saddle mountain's lofty north peak, as viewed from the south peak.



Another view of the Neahkahie mountain road grade, high above the surf.



Some of the flowers for which Saddle mountain is famed, with a cloud-filled gorge in the background.

## Post Office Here Is First In West

The first United States post office west of the Rocky mountains was established in Astoria. It antedated the Oregon City post office by 20 days and the San Francisco post office by over a year.

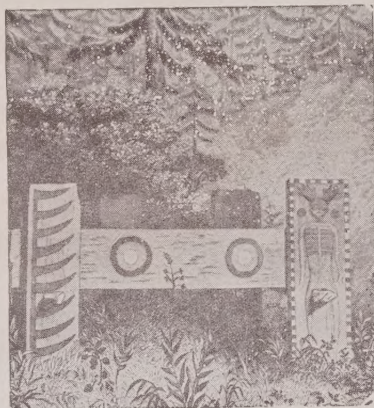
The story of how Astoria obtained the first United States post office on the Pacific coast is related below:

In the year 1843 John M. Shively crossed the "plains" from Missouri to Oregon City, thence down to the site of Astoria. There he found a representative of the Hudson Bay company in charge of a trading post, and claiming for his people some interest in the adjoining land. He also found one Bennett O'Neal claiming a squatters right—in the adjacent land. Mr. Shively purchased whatever right Bennett O'Neal claimed; and proceeded against the protest of the representative of the Hudson Bay trader, to mark out a section of the land for his claim.

In 1844 he platted the north portion of his claim into blocks and streets. About this time James Welch appeared and claimed some interest or right in the land, and it was argued between them in a writers instrument of April 18, 1845, that Mr. Shively should go to Washington, D. C. and endeavor to secure a title to the land selected and each have a half interest therein.

Mr. Shively went to the city of Washington and in the spring of 1847 secured a postal service to be established in Oregon, including postal offices at Astoria and Oregon City. John M. Shively was appointed

## GRAVE OF CONCOMLY, FRIEND OF THE EARLY EXPLORERS



One-eyed Concomly, chief of the Chinooks, befriended Lewis and Clark and the Astor party. This picture shows his grave as it looked in the 1840s. Today the markings of the grave are gone and no one knows where this grave is except that it is somewhere within Astoria's city limits.



Winter sports—sledding and bob sledding—on slopes of Saddle mountain.



Group of climbers on top of Saddle mountain.

ed post master at Astoria, commission dated March 9, 1847. A post office at Oregon City was established March 29, 1847, and at San Francisco, November 9, 1848, Astoria having the first United States post office west of the Rocky mountains.

Mr. Shively with his family returned to Astoria in the summer of 1847 bringing with him the first mail and opened the post office in a new frame building which was the first frame building erected in Astoria and then the only frame building there. It was built in the autumn of 1846 by a Baptist minister, Mr. Ezra Fisher, who had contracted with James Welch during the absence of Mr. Shively for the land on which it was built should the title be obtained.

Rev. Ezra Fisher built the house upon the north end of Lot 7, Block 14, on the east side of Fifteenth street about midway between Exchange street and Franklin avenue,

and near the site of Astor's Astoria and Fort George. Concluding Clatsop Plains to be a better place for him and his family to support themselves, Mr. Fisher moved from Astoria to Clatsop Plains about the first of the year 1847 and joined the missionary work of the Presbyterians, an church. Mr. Shively and family occupied said frame building (old post office it was afterwards called) until both he and Mrs. Shively had passed away.

Subsequently the titles of Messrs. Shively and Welch were confirmed by the correction land law of the United States.

Joining the Shively claim on the east, a claim was granted John Adair on which he platted a town site called "Upper" or "Adairs" Astoria". The Shively plat was called Shivelys Astoria.

Below and on the west side of Shively's land John McClure secured land which he platted and called McClure's or Lower Astoria.

IN ASTORIA SINCE 1849

## A Complete and Dependable INSURANCE SERVICE

We are agents for old and established insurance companies and can help you with your insurance problems

Feel Free to Consult Us at Any Time

**Van Dusen Agency, Inc.**

L. Van Dusen, Manager

10th and Duane Streets

Phone 79



## SEASIDE OREGON

A week-end, a week or a month—every moment will bring you pleasure here

For Information Write

**SEASIDE CHAMBER OF COMMERCE**

Seaside, Oregon



WHEN ASTORIA WENT THROUGH ORDEAL BY FIRE



This picture was taken at the height of the great fire of December, 1922, when the entire business district of Astoria was destroyed. This picture was the only one taken while the great conflagration was in progress. From the ruins of the city, a new, shining fireproof concrete metropolis has arisen.

## Famed Astoria Fire Looms Large In City's History

No chronicle of Astoria's 125 years of existence would be complete without reference to what is known as "the fire" which, starting early in the morning of December 8, 1922 completely destroyed 24 business blocks and inflicted considerable loss in adjoining areas.

This fire, the most disastrous in the history of the state of Oregon and one of the worst urban conflagrations in the history of the country, resulted in a loss conservatively estimated at \$12,000,000 with insurance coverage about \$2,250,000.

Starting at 2:30 a. m. in a downtown pool hall in the heart of the business section, the blaze was not brought under control until 1:30 p. m. All available city apparatus, three pumpers sent down by rail from Portland and a government dredge baffled the blaze continuously during the period indicated and it was only by dynamiting buildings along the edge of the blaze that the fire was finally halted.

Conditions which confronted the fire fighters were rather unique. The Astoria business section of those days had been built on pilings. The buildings were of purely frame construction or of frame with a veneer of brick. A few of the more modern buildings were of the concrete type.

In 1917 a seawall was built and this business area filled in with sand pumped from the river to a level about one story below the streets. The streets themselves were constructed of heavy timbers over which asphalt paving had been placed with water pipes, gas mains etc., running through the hollow tunnels below.

As a result the flames spread not only above but below the streets. As the timbered streets burned and fell in, the water mains were broken, further hampering the efforts to fight the fire.

Fifteen minutes after the alarm the building in which the fire started was a mass of flames. At 2:30 a. m. the east end of the block was a roaring inferno and buildings across the street were smoking from the intense heat. Before 3 a. m. the entire block was gone. Buildings across the street, wooden structures several stories in height had caught fire in the upper stories.

### Efforts of Firemen Grow More Hopeless

As the periphery of the fire extended, the efforts of the limited equipment to halt the flames became more hopeless. To the menace of having the flames spread by flying sparks and falling walls, was added that of great gusts of flame rushing along the tunnel streets and breaking out in a new area.

The seven story Weinhard-Astoria hotel building, brick and supposedly fire proof, was a mass of ruins on the ground 20 minutes after the flames first reached the structure, so great was the heat and fierceness of the blaze.

Practically every store, hotel, and office building in the main mercantile section of the city was wiped out. Merchants felt the loss most acutely because each store had received its stock of Christmas merchandise. The difficulty of obtaining a new stock for the Christmas trade was surpassed by the difficulty of finding a place to put such a stock and open for business.

Coming as it did in the wake of the Hammond Mill fire not many months before in which the city lost a plant with a payroll of 600 or more men, the disaster left the city in a critical condition.

Residents of the community did not lose heart however. Merchants found new locations in old buildings on the fringe of the burned area. Others threw up hastily and roughly constructed wooden shacks on nearby locations and business was soon underway again. Every bank in the city had burned. Money and valuables were contained in bank vaults, deposit boxes and safes in the burned area and these receptacles of cash and collateral could not be opened until they had cooled.

There was little physical suffering. While hun-

dreds of residents of hotels and lodging houses in the area indicated were left homeless, few residences were destroyed and the refugees were easily housed. The national guard opened a soup kitchen which functioned to feed those without funds or unable to find a place to eat. A marine guard from U. S. destroyers patrolled the burned area and prevented theft of valuables still in the devastated district.

### Prompt Relief Given

By Neighbor Cities

Prompt relief measures were taken by neighboring cities and thousands of dollars in relief funds were received.

One of the most serious losses was that of com-

munity property, such as streets, water systems, etc. This was uninsured and the cost of reconstruction had to be born in the most part by an already tax-burdened property left now so that it had no income.

Despite the dark aspects of the situation the citizens rallied with great spirit. The streets were rebuilt, again on the viaduct plan but this time of completely fire resistant concrete and with the centers filled with sand. As soon as the erection of streets enabled owners of business property to reach their holdings, new and modern business buildings began to arise, not this time of wood, but of completely fire resistant construction. The lesson had been learned and Astoria's new business district will not burn.

## 50th Anniversary



EKSTROM'S JEWELERS—ORIGINAL STORE



EKSTROM'S JEWELERS—PRESENT STORE

1886  
1936

**S**TANDING on the threshold of a new year, we look back upon a half century of business associations in which CONFIDENCE and ABILITY have given practical significance to our honest efforts and with prudent gratitude, we realize the value of many new friends and the loyalty and faith of our old ones.

On this 50th anniversary, we look forward to a future in which the knowledge and experience of the past will carry onward the torch of progress to new achievements, promising that this store will be fortified with *Fine Merchandise, Fair Prices and a Willingness to Serve* with the hope that our old friendships may be continued and new friendships formed.

# EKSTROM'S

Jewelers

556 Commercial Street

Astoria, Oregon



## Clatsop's Historic Spots Both Numerous, Important

Astoria and vicinity as the earliest settled spots in the Pacific northwest are rich in the lore of history of the development of this great area, and of incidents which led to this rich and vast area becoming a part of the United States rather than of Canada.

As a result there are a number of spots in the county not alone commemorative of local history, but of historical interest of national importance.

In 1792 Captain Robert Gray sailed the first ship that ever entered the Columbia river. He left no permanent physical record of his venture, but the trip is recorded in his report and in the names given a number of localities in the area where he or men from his ship landed or made observation.

In 1806 the Lewis and Clark expedition brought the first white men on foot to this section of the country and it was in Clatsop county that they made their winter headquarters and obtained the first sight of the broad Pacific ocean which they had endured so much to reach.

### Site of Lewis and Clark Fort Is Marked

The intrepid explorers sailing down the Columbia river landed in the vicinity of Astoria and erected a log fort in which they housed themselves for the winter on the Lewis and Clark river about four miles from Astoria. The site of this winter encampment, known as Fort Clatsop after the name of the Indian tribe which inhabited the region, is marked by a tabe and flagpole and by a few mouldering remains of the logs used in construction of the fort.

Another remaining memento of this expedition is the salt cairn located at Seaside on the ocean beach about 20 miles from Astoria. Here the members of the party laboriously hauled and boiled ocean water to claim the residue of salt left in the big kettles. The spot, hallowed by historic memory, is also adequately marked and easily accessible.

In 1811 actual occupation of the northwest by white men began when John Jacob Astor sent a party of fur traders to Astoria, one expedition coming by land and one by sea. The parties joined and established a fur trading post at the present site of Astoria. Recent excavations for building construction in the city revealed a good part of the old fort stockade, many of the logs being found in good condition.

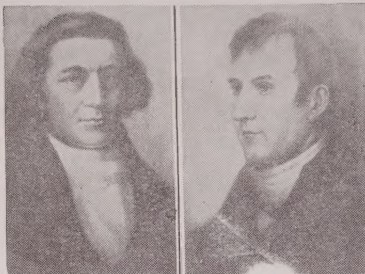
Another memento of those days of the later years between 1812-14 when Astoria was known as Fort George and occupied by the British, is the grave of Factor McTavish. The grave, located in the city hall lawn, is suitably marked by a tablet. McTavish met his death in the Columbia river by drowning in 1814—as rumor has it, as he was crossing the Columbia river in a canoe to keep an engagement with a dusky Indian maid on the far shore.

### Ruins of Old Fort Uncovered Recently

Another relic of the past just recently restored from the oblivion of forgotten records is the remains of Old Fort Stevens, constructed considerably before the civil war when fear was felt that Confederate raiders might attempt to capture the western territory from the sea.

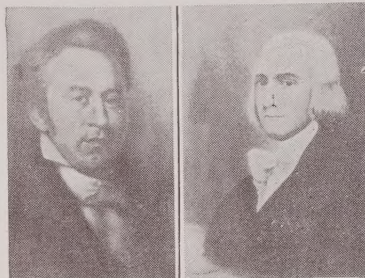
Completely hidden by dense underbrush that disguised its old earthen ramparts, parapets and moats, the site on the present fort reservation is now being cleared and restored. Once this is completed Astoria civic bodies plan to bring back if possible the old ar-

## FAMOUS NAMES IN ASTORIA HISTORY



Captain Robert Gray

Meriwether Lewis



William Clark

John Jacob Astor

mament of round shot cannon which were originally mounted on the fort. These old cannon are now being used for decorative purposes at Fort Winfield Scott on San Francisco Bay.

Shark Rock, mounted in the heart of the city, is a huge boulder on which are carved records left by the crew of the wrecked gunboat Shark which was wrecked at the mouth of the Columbia river over 100 years ago.

The W. H. Gray Memorial chapel, located on Clatsop Plains about 11 miles from Astoria, marks the spot where the first Protestant church west of the Rocky mountains was erected. The original church is long since gone and a second structure was removed to give way to the present memorial structure erected by descendants of W. H. Gray, the founder. Gray was a Presbyterian and the congregation gathered there during pioneer days was of the same faith. Nearby is the pioneer cemetery where also many of the hardy pioneers whose efforts paved the way for later and easier settlement of the section.

## New Beach Highway To Seattle Improved

Tourist travel into this area, expected to be greatly enhanced by completion of the Oregon Coast Highway bridges, is expected to make further gains by improvement of the Washington Ocean Beach highway. During the past year a considerable portion of this route, over hilly and rough terrain, was replaced by cutting in of the Bay Shore road, a water level route around the shore of Willapa Bay. The Washington state highway department has also announced a program which will call for oil surfacing the entire unpaved portions of the route, the project to be completed by May 1. This will give a scenic, fast-travel road from Seattle to Astoria some 28 miles shorter than the present route via Longview, and will give a splendid coast road along the entire Pacific coastal section of the United States that is expected to become the main west coast tourist artery.

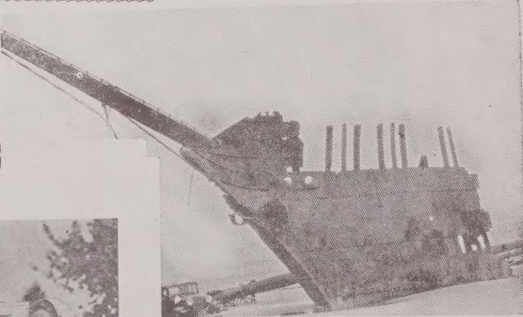
Of the occupancy of the district before the white man came there are few visible signs. A few shell mounds, an occasional arrow head or stone utensil, are about all that remain. Indian homes were made of wood, earth, or hides and time and weather has left no trace of their former existence.

### CLIMATE INVIGORATING

The spring, summer, and autumn climate is cool and invigorating. Gentle ocean breeze banish hot nights and bring restful slumber that quiets ragged nerves and eases worry strained minds. The winter climate is mild and equable and the local resorts are drawing greater numbers each year to enjoy the quieter pleasures of the winter months.



Survivors of Three Shipwrecks Inscribed Their  
Stories on This Boulder



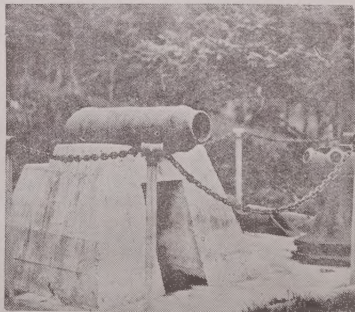
Wreck of the Old Peter Iredale



Model of Ship Columbia



Lewis & Clark Salt Cairn at Seaside



This Gave Cannon Beach Its Name

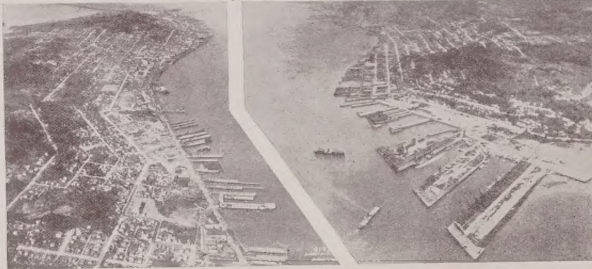


# ASTORIA, OREGON

Commercial, Financial and Distributing Center of the Fertile  
Lower Columbia River District



Port Astoria, 1811, a few log huts, surrounded by wilderness.



Astoria, 1936, a modern city, with thriving industries and world-wide commerce.

- ASTORIA is located about ten miles from the mouth of the Columbia River. It is at the junction of two transcontinental highway routes, U. S. 30 and U. S. 101. Rail, river boat, highway transport and ocean shipping services combine to make Astoria an important shipping and distributing center. Important manufactures include canned fish and fish products, flour, feed, lumber, veneer, dairy products, etc.

- ASTORIA'S hotels, restaurants, garages and a modern retail shopping district furnish a complete satisfactory service to the traveling public.

- ASTORIA is the northern entrance to the Oregon Coast Highway, with its 400 miles of spectacular ocean and mountain scenery.

- ASTORIA AND CLATSOP COUNTY are rich in historic interest and importance. Such events as the discovery of the Columbia River, the completion of the Lewis and Clark Expedition, the founding of Astoria, all had far reaching effects in determining the course of national history and the permanent American possession of the Pacific Northwest.

## COLUMBIA RIVER CHINOOK SALMON -- The World's Finest Food Fish



Upper left—Seining on a Columbia River sand bar. Lower left—Royal Chinook salmon on the cannery receiving floor. Upper center—Gillnet fisherman hauling in his net. Lower center—Troller fishes with hook and line along the Oregon-Washington coast. Upper right—Columbia River gillnet boats. Lower right—Columbia River canned salmon is hand packed in clean, sanitary plants.

- ASTORIA is the headquarters of the famous Columbia River Salmon industry. The fishing industry produces millions in new wealth annually and furnishes employment to several thousand people. Along the busy Astoria waterfront there are many plants engaged in canning, freezing and curing fish. Every night during the fishing season the broad Columbia is dotted with the lights of hundreds of fishing boats gathering their harvest from the silver hordes of salmon rushing in from the sea. The various activities of the fishing industry are always interesting to visitors stopping in or near Astoria during the fishing season.

For information on resources, recreation, land settlement, etc., address

## Astoria Chamber of Commerce

ASTORIA, OREGON



# CLATSOP COUNTY

A Country of Natural Resources and Specialized Agriculture.  
Summer Playground of the Northwest



Upper left—The Pacific in a stormy mood. Lower left—Miles of flower-lined highways. Center—Astoria's famed column, a history book in concrete set in scenes of grandeur. Lower right—Sunset at Cannon Beach, a Clatsop County beauty spot.

● **RECREATION.** The Clatsop Beaches offer the vacationist and tourist unequalled opportunity for rest and recreation. Seaside, Gearhart and Cannon Beach are located on this stretch of thirty miles of smooth, white, surf-washed sand. There are accommodations to satisfy any individual desire or fit any expense budget,—modern hotels, comfortable cottages, auto courts or camping sites. The weather is always mild and equable, with no extremes of heat or cold.



Left—Clatsop County dairy farms have modern homes and barns. Upper center—Grass seed is an important crop. Upper right, lower center—Clatsop's big fresh peas grow to perfection. Lower right—Harvesting Clatsop's cranberries for America's turkey dinners.

● **AGRICULTURE.** Clatsop County agriculture is highly specialized, producing top quality, high value crops. Important agricultural lines are dairying, poultry, grass seed, vegetables, bulbs and cranberries. Ample rainfall, long frostless growing seasons and mild winters are favorable factors in the success of Clatsop County agriculture.



Left—A forest monarch about to fall. Center—Two methods of transporting logs to market. Right—Spectacular feature of logging operations—topping a spruce tree before attaching rigging. Size of the tree may be judged by comparison with the "high climber" who looks like an ant at top of tree.

● **TIMBER.** Fir, spruce, hemlock and cedar grow thickly on the slopes of the Coast Range. Immense stands of big timber support an extensive sawmilling and woodworking industry. The mild, moist climate aids reforestation and rapid growth for future forests.



## Clatsop Beaches Serve As Summer Play Grounds

Ever since the pioneers who settled the Pacific found time to look around for leisure and recreation, the Clatsop Beaches have been the summer playground of the area. Early in the Nineties, Ben Holladay's inn at Seaside was one of the noted resort hostels. The old Gearhart hotel and the Flavel hotel near Warrenton all had their coterie of admirers and, if preserved, their registers would show a goodly sprinkling of famous names of the day.

Since that time the resort facilities of this district have developed rapidly, as means of rapid and easy transportation increased, and thousands annually visit this section each spring and summer.

Seaside, Cannon Beach, and Gearhart are drawing an increasing toll of visitors year to year. No spot in the world can match the cool, comfortable climate and the many and varied recreational advantages offered by the Clatsop beaches.

There are thirty miles of white sand beaches, where pleasure seeking humanity can frolic in the invigorating surf or bask restfully on the warm sands. This area of beach is intersectioned here and there with gleaming streams or picturesque rocky promontories where the visitor can sit and watch the white cavalry of the sea dash high against the seaward rocks and watch the flight of their colonies of gulls, sea parrots, and other feathered inhabitants of the ocean margin.

### Sea Sport Opportunities Are Almost Unlimited

Sea sport opportunities are almost unlimited. Fish swim in the gleaming surf, crabs haunt the sandy pools, razor-back clams, the delicious white meat bivalve, burrow in the sandy shores. Mussels and rock oysters abound among the giant barnacles which cluster on the rocks, the latter a dish treasured by the epicure.

All are available for the vacationist who delights in a varied diet and the more strenuous of vacation activities.

Back of the ocean front lies another land of enchantment, a land of sandy dunes and grassy plains dotted with clear lakes. Still further from the sea rise the stately forests which clothe the hills of the district where the sylvan monarchs of fir, cedar, spruce, hemlock, and other species mount skyward. Here are the roads, trails and paths that lead the seeker for the peace that lies in the big timber and throughout the scented gloom of the big woods.

Vacation resorts and facilities of all kinds are available. Comfortable hotels with excellent cuisines; cottages and homes of varying degree of size and comfort are available at prices, which range into the means of every purse.

### Seaside Largest and Oldest Of Clatsop Shore Resorts

Located in the bight of Tillamook Head with the 1100 foot high, seaward-thrust promontory of Tillamook to the south is Seaside, largest and oldest of the Clatsop beach resorts. Blesited by the sparkling Necanicum river as the stream flows parallel and within a half mile of the sea this resort is not only in the heart of the area where the natural recreational advantages of the district can be enjoyed but also offers to the more urban minded, dance pavilions, natatoriums, shops, and promenades. It was to Seaside the Lewis and Clark party came in 1805-06 to the seashore, where members of the expedition camped, while they patiently boiled seawater in an effort to obtain badly needed supplies of salt. The site of their old salt cairn has been preserved and is now properly marked.

Lying to the south of Seaside and in a more rugged section of the coastal margin is Cannon Beach, young and lusty rival of Seaside's claim of being the center of resort attractions on the Clatsop Beaches. The nine mile beach front of Cannon Beach is thickly wooded, dropping abruptly to the white sand below, and with the sand itself intersected by high rocky promontories. Cottages and hotels nestle along the high sylvan bluff while below the surf rolls booming on the beach or gnaws noisily at some rocky inlet or cliff.

North of Seaside lies Gearhart, less populous, quieter and a greater departure from the urban existence left behind by most of the vacation visitors.

Sea bathing and all forms of beach sports can be enjoyed at any of the local beach resorts. There are three fine golf courses in the resort area, offering excellent and year around play. Located on the sandy soil of the district only a short distance from the ocean, they are beautiful and picturesque, as well as offering an excellent test of golf.

### Fishing of All Kinds Available For Angler

Lakes are many in the region and they abound in bass, catfish and trout, while in winter they offer excellent duck hunting to devotees of that sport.

The district offers a host of adventures to the hiker and to the motorist. There are trails along the beaches and cliffs, and through the forests. Roads are good and numerous and there are numerous of the side roads for those who delight in the purely rural and sylvan scene. An added attraction is the opportunity offered for spins along the white sand beaches at low tide. The nine mile trip along Cannon Beach or the eighteen mile stretch from Gearhart to the rocky jetty that guards the mouth of the mighty Columbia river are among the most interesting.

Trout fishing, surf fishing, lake fishing and deep sea fishing are all available to the angler. Horse back riding is a form of recreation indulged in by many and excellent saddle horses are available.

### OLD PACIFIC ATTRACTS THOUSANDS OF VISITORS



## Four State Parks Among Big County Scenic Assets

Not the least of Clatsop county's scenic assets are four state parks, two of them recently beautified and made accessible to the public by work of CCC units.

These four parks are Eccla near Cannon Beach, Saddle Mountain, surrounding and including a rugged peak in the center of the county's forested areas, Bradley Park which includes the stupendous precipice of Clatsop crest on the Columbia highway, and Tongue Point, near Astoria, which has some wild sylvan beauty spots typical of the luxuriant coast jungle growth.

Probably the most beautiful of these spots is Eccla Park, where a whole company of CCC boys has put in a year building trails and fire places, cutting out brush and making the entire region one of the most magnificent scenic areas in the world.

Eccla park lies along the rugged coastline north of Cannon Beach, with jutting promontories, sandy beaches, sparkling waterfalls all outlined against a background of dark forests.

Formerly its beauties were hidden to all but the most energetic hikers who were willing to scramble through brush and over cliffs to enjoy the magnificent ocean vistas and sights of pounding surf on rugged rocks with which it abounds.

Now, however, the CCC workers have built many trails to all parts of the park, all easily traversed by even the most timid walker, and a new motor road makes it easily accessible. Rustic fireplaces and picnic tables have enhanced its recreational value, so that it undoubtedly will become one of the best known beauty spots on the coast.

### CCC Also Improves Saddle Mountain Park

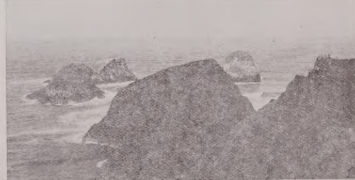
CCC workers also are responsible for making the heretofore little known beauties of Saddle mountain also easily available to either the motorist or the hiker. These boys have built motor trails to the foot of this towering, rocky mass, which boasts thousands of varieties of wild flowers, some found nowhere else in the world, that attract botanists from far and near.

This mountain, typical of several others in Clatsop county, has long been a magnet for mountain climbers and hikers, since it affords some stiff tests of the climber's skill and from its summit offers a magnificent view of forest and farm, river and ocean, with a distant sight of snow peaks on clear days.

Also in the nature of state parks are the grounds surrounding Clatsop county's two state-operated fish hatcheries, both of which have recently been enlarged and beautified through federal aid.

One of these is the Klaskanine hatchery, operated by the state fish commission on the Klaskanine river near Olney, where fish are propagated for commercial purposes. The other is the Necanicum hatchery, operated by the state game commission on the Necanicum river about 15 miles south of Seaside. This plant is used to propagate fish for the many sport fishing streams of this and nearby counties.

### RUGGED ROCKS ENHANCE CLATSOP BEACHES' BEAUTY





## Lt. Wilkes' Visit Here Significant In History

One of the incidents in Astoria's early history which had an influence in this area becoming a part of the United States rather than of Canada was the visit here of Lt. Charles Wilkes, U. S. N.

In 1811 Wilkes, in command of a fleet composed of the sloops Vincennes and Peacock, the ship Relief, the brig Porpoise, and the tenders Seagull and Flying Fish, arrived in Pacific northwest waters. He was on a voyage of exploration and discovery with orders from Secretary of Navy J. K. Paulding to make a political and economic report on the Oregon country. Wilkes found the inhabitants along the Columbia river uncertain of what government they were under and planning to establish a commonwealth of their own. He urged that this plan be abandoned until the United States completed her efforts to take over the area, stating that Great Britain would not be so quick to annex territory claimed by the United States as it would an "independent district". His advice was followed and on his return to Washington, D. C. Wilkes' report gave a sound basis for the campaign of "54-40 or fight" in 1844 that finally resulted in the United States obtaining the Oregon country, which at that time included what is now Washington and parts of other states as well as the present state of Oregon. Included in the Wilkes expedition were numerous scientists and their complete report fills 19 ponderous volumes now in the national library.

### Description of City Not Flattering

Wilkes' description of Astoria, then known as Fort George, is worthy of note.

"Classic Astoria is everything but what I would wish to describe it. The few buildings appear to be going rapidly to decay, the company appearing to pay little attention in regard to them. They do not appear to have done anything to them since the company (Hudson Bay) was removed to Vancouver."

He added however:

"The beauty of the location is worthy of the pen that has named it classic ground."

Wilkes visited in Astoria with Mr. and Mrs. J. H. Frost for two or three days. He inspected the location and visited the grave of Chief Conoomy, who had befriended the members of the Astor trading expedition which founded the community in 1811.

## Construction Advancing On Wolf Creek's Highway

Construction activity in Clatsop county during the past year and half has included considerable work on the Wolf Creek road, the new "short road" from Portland to the coast recreation spots.

This road, the estimated cost of which is \$4,559,792.26, runs from Portland 67 miles, going first to Buxton, then to Summit, then to Sunset, then to Elsie, and then to a junction with the Oregon Coast highway at what is known variously as Necanicum Junction or Hamlet Junction.

Plans are for its final development as a wide high-speed road with very little curvature and a moderate amount of climbing.

The road when completed will reduce the distance from Portland to Seaside from 124 miles to 79.57 miles and the running time even more as it will be a faster road than the present route over the Lower Columbia River highway via Astoria.

### Distance Reduced

The distance from Portland to Cannon Beach will be reduced from 133 to 80 miles.

The distance from Portland to Astoria via Seaside will be reduced from 104 miles to 99.69 miles and via Jewell and Elsie over a secondary road for 37 miles from 104 miles to 90 miles.

The road in its final development is not expected to be completed for some time, but traffic using present roads is expected to be able to pass over the route next summer.

In Clatsop county 11.2 miles of the route from Necanicum Junction to Elsie has been graded and rocked and is now in use. A contract has been let for grading six additional miles and a large crew of men are now employed on this work. This contract, being carried out by Fred Slate, also include rocking a portion of this new grade.

### TYPICAL BEACH SCENE



# Union Fishermen's Co-operative Packing Company

Packers of

## Canned and Mild Cured Salmon Smoked and Kippered Salmon

### BRANDS

FANCY CHINOOKS

"Gill Netters Best"

"Co-operators Best"

OTHER BRANDS OF CHINOOKS

"Orb"

"Golden Anchor"

"Oceanic"

"Governor"

"Southern Beauty"

SILVERSIDES OR COHOES

"Merito"

"Prow"

"Lantern"

"Lex"

PALE CHINOOKS AND CHUMS

"Sextant"

CO-OPERATORS BEST BRAND SALMON SPREAD

and

MERITO BRAND KIPPERED STEELHEADS

Frithiof Kankkonen, Mgr.

324 Taylor Avenue

Astoria, Oregon

## The Lower Columbia Pea Deal

The Lower Columbia's Newest Industry  
Now Permanently Established  
Deserves Your Full  
Co-Operation

Our Goal--To Make 1936 the Most Successful Year

## The G. S. ALLISON CO.



## New Neahkahnie Mountain Route Will Be Scenic One

South of Cannon Beach lies one of the most rugged sections of the Oregon coast, extending some 15 miles to the Nehalem bay section.

Included in this bit of beetling coast line are the lofty cliffs of famed Neahkahnie mountain, graveyard of early treasure ships, where legend hath it that Spanish galleons' treasure lies buried; the rocky promontory of Arch cape that blocks all travel along the coast, and other natural hazards to any motor road.

The Indians had a crude trail winding through forest canyons and over rocky bluffs, by which they travelled from the Clatsop beaches to Nehalem bay, and the earlier white settlers also used an improvised road along the face of the bluffs.

As the district became settled, a new route was built through the inland forests that avoided these rugged bluffs and the difficult country. When the Oregon Coast highway was started, it followed this new and easier route.

### Old Scenic Road Not Forgotten

But the old, simple road of the Indians across the bluffs of Neahkahnie mountain was not forgotten. Clatsop and Tillamook county citizens began agitation for restoring this old road as a new scenic highway. Work was actually started 15 or 20 years ago on a road around the face of Neahkahnie cliffs, hundreds of feet above the surf, but funds ran short and it lay unfinished for many years.

But the present county commissioners of Clatsop county also had ideas about this road, which they conceived as one of the most beautiful bits of scenic highway in the world and as an integral part of the new Oregon Coast highway, the already-famous road which follows the Oregon coastline from end to end

### SEAGULLS FREQUENT BEACHES



which includes scenery that makes the noted Riviera of Europe fade into insignificance.

The Clatsop commissioners talked about their dream road. They enlisted the enthusiasm of Tillamook county, and with the support of Tillamook officials they finally persuaded the state highway commissioners of the great importance of finishing this Neahkahnie-Cannon Beach section and incorporating it into the state highway system as a portion of the coast road.

### Work Resumed In Recent Years

As a result, the past two or three years have seen resumption of work on this road, and the next two or three years will see its completion—will see tourists by the hundreds and thousands travelling it, stopping in awe to see its stupendous scenery, and going away marvelling and telling their friends in far away places about the grandeur of this piece of road.

Construction was undertaken by the highway commissioners from both ends a couple of years ago. The unfinished portion about Neahkahnie mountain was extended, until now that entire mountain face is girdled by a roadway hewn out of the rocky bluff so far above the surf that the noise of pounding breakers come but dimly to the traveller.

From the Clatsop county end, the road has been extended south through beautiful Cannon Beach scenery for miles, until it now reaches to the rocky wall of Arch cape.

Next step in construction of the road will be penetration of this cape with a tunnel. Only a few weeks ago the state highway commission let the contract for construction of this tunnel and work will soon begin on it.

Completion of that tunnel will leave only a few miles of much simpler highway building work until grading of the entire new route is completed. Surfacing work will remain to be done, but when that is finished—within only a few years—Clatsop and Tillamook highways will be able to defy the entire world to surpass the scenic magnificence of their new road.

## HOTEL SEASIDE



**HOTEL SEASIDE**—is operated on the European plan, offering a service which appeals to the most discriminating. The cuisine is exceptional, offering in addition to the regular menu a wide variety of sea-foods, all prepared under the direction of an able chef.

The main floor of the hotel, consisting of lobby, lounge, sun-rooms, dining rooms, and veranda, is dedicated to the comfort and pleasure of guests. Two hundred modern, steam-heated, comfortably appointed rooms, 100 with private baths, are available.

### Managing Owners

MR. and Mrs. R. S. BECKMAN

SEASIDE, OREGON

## Columbia River Salmon Co., Inc.

Arthur Anderson, President

## Salmon Cannery

Specializing in Packing of Fancy Columbia River Chinook Salmon,  
Spring Pack—Ocean Caught Cohoes—Fancy  
Shad Roe

### OUR BRANDS

COLUMBIA ROSE  
BLUE SEAL  
BLUE LETTER "A"  
TRIPLE AAA



## HOTEL GEARHART

OPENING DATE MAY 28th, 1936

18-hole Golf Course in perfect condition  
Free Play to Hotel Guests

Mrs. John Degges, Manager



# ADVANCEMENT

## DAIRYING STRIDES FORWARD—AN ACTUAL SYMBOL OF ECONOMIC RECOVERY



ASTORIA PLANT

NOTHING OFFERS proof as conclusively as "cold" figures. Economic recovery, in terms of statistics, cannot be denied. Concrete evidence of the advancement of the dairy industry was revealed in the annual report of the Lower Columbia Co-Operative Dairy Association . . . an advancement which was fostered and made possible through the dependable co-operation of the producer and distributor.

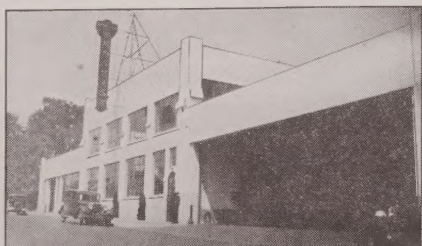
AFTER DEDUCTING all expenditures and depreciation, the 1935 net profit of the Lower Columbia Co-Operative Dairy Association was approximately double that of 1934. Net profits increased from \$8,086.24 in 1934 to \$14,337.78 in 1935. Gross sales for 1935 totaled \$744,708.75, compared to \$601,119.75 for 1934. Production volume increased 25 per cent in 1935 . . . 1,186,470 pounds of butter and 1,533,600 pounds of powdered milk were produced.

DAIRYING is one of the outstanding industries of the Lower Columbia . . . a considerable portion of the population being economically dependent upon it. The increase in 1935 has meant betterment in condition for those producers whose livelihood is tied up with dairying.

THE LOWER COLUMBIA Co-Operative Dairy Association operates plants in Astoria, Grays River, Clatskanie, and Portland, all of which have reported a substantial upturn in 1935. The board of directors includes: M. J. Johnson, President, Lewis & Clark; Gus Swenson, vice-president, Deep River; A. E. Engbretson, Secretary-Treasurer, Astoria; F. H. Wooden, Jewell; J. C. Convill, Astoria; A. E. Simmons, Naselle; Albion Hendrickson, Puget Island; Jesse Lewis, Clatskanie; George Emken, Brownsmead; John Josephson, St. Helens; Hjalmar Kendall, Rosburg; Peter Ebsen, Melville; Albert Erickson, Clatskanie; and C. W. Laughlin, Manager, Astoria.



GRAYS RIVER PLANT



PORTLAND PLANT



CLATSKANIE PLANT

## LOWER COLUMBIA CO-OPERATIVE DAIRY ASS'N

SHAMROCK BUTTER

FROSKIST ICE CREAM

LOCODA FEEDS

SHAMROCK CHEESE

# Astoria Regatta One Of Coast's Big Festivities

SAILING FLEE AT ASTORIA REGATTA

Conceived in the Gay Nineties, the annual Astoria Regatta is not only one of the oldest water sports carnivals on the Pacific coast but also offers such a great number of attractions that it ranks as the greatest event of its kind in the Pacific northwest. Thousands of spectators who include visitors from points as far distant as Massachusetts gather each year to witness this unique festival which celebrates the close of the summer fishing season on the Columbia river.

The first real Astoria Regatta was established in 1894. It grew and flourished from that time until the World War called a halt to nearly all festivals of that kind. For 16 years the festival was lacking but in 1932 the newly organized Astoria Yacht club revived it and again established it as the premier water sports festival of the Pacific northwest.

The first Regatta, strangely enough, was sponsored by the Astoria Football club. For three days, August 17, 18 and 19 in 1894, the residents of Astoria and spectators from Portland, San Francisco, Seattle and other Pacific coast communities gave themselves over to wholehearted enjoyment of a program which included races between the white-winged sail fish boats, sculling races, whaleboat races, gig races, swimming races, tug-of-war competition, sloop races and land sports such as fire department hose races (for in those days the fire departments were fraternal orders as much as protective agencies).

## Famed Warship Visitor At First Regatta Here

That first Regatta was the occasion of a visit to the harbor of the U. S. monitor Monterey, later to gain renown at Manila in the Spanish-American War, easily decorated sail yachts and excursion steamers which belched smoke as they raced to Astoria landing places with Portland crowds also filling the harbor.

By 1907 the "Regatta Days" had gained the interested attention of the entire Pacific coast and the Pacific northwest and Pacific coast championships in many events were settled here. In the audiences were the high-batted dignitaries of Oregon and of class all along the coast. It was in this year also that the Regatta first had a queen, the first queen being Mrs. William G. Goselin who, it might be mentioned, was one of the many to hail the revival of the Regatta in 1932.

The scope of the Regatta program increased with the advent of the Twentieth century. An admiral was selected each year to assist the queen in ruling the great festival and land events such as bicycle races, track and field events, baseball games, football games, pig pigeon shoots, and balloon ascensions had been added.

The Regatta progressed as the world progressed until 1917 when it was suspended because of the entry of the United States into the World War.

## Annual Festival Revived Despite Depression Period

Despite the fact that a depression gripped the nation, a hard working group of interested citizens revived the great festival in 1932 under the sponsorship of the Astoria Yacht club. That Regatta of 1932 was the history in the time and place of the Pacific coast that followed in 1933, 1934 and last year grew in size and importance. It is planned that the Regatta of 1936 be the greatest of all.

An example of the recognition gained by the Regatta in the short time following its revival in 1932 is the fact that in 1934 the Astoria Regatta was selected as the time and place of the Pacific coast outboard hydroplane and runabout championships and the national outboard runabout championships.

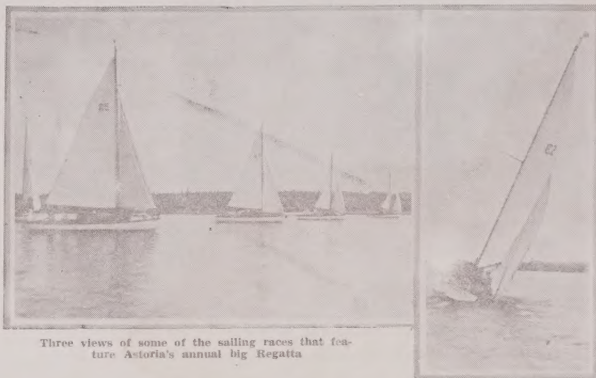
These tiny buzzing craft which hurtle around the lightning fast course on Youngs river would have astounded the first Regatta spectators into a state where medical aid would have been needed. Last year four new world records were set when Bob Watkins, Hoquiam, Wash., in the Philbert, averaged 51.233 miles per hour in a five mile heat of the amateur division of the Class C hydroplane race; Val Plue, Portland, drove his craft over the course at an average speed of 50.223 miles per hour to smash the existing professional record in the same race; Pat Cummins, Seattle, in the R-4 averaged 45.965 miles per hour in the Class C racing runabout event; and Jerry Bryant, Seattle, took the Bald Eagle over the course at a speed of 38.610 miles per hour in the professional division of the Class C service runabout race.

## Annual Sailing Competition On Columbia's Waters Is Keen

Although the outboard motorboats have the edge on speed there is a keen competition among the yachtmen who revere the sailboat and the Astoria Regatta has come to be the scene for the annual battle between all members of the Columbia River Yachting association which numbers the finest yachtmen of Portland, Longview, Astoria and Vancouver in its membership.

A sight not to be quickly forgotten is a race between the graceful, white-winged sailboats as they hurry before a brisk northwest breeze on the waters of the Columbia estuary or heel sharply over as they round the buoys. These yachtmen scorn cash prizes or any taint of professionalism and bend every skill to win simply for the love of the sport.

The sailing races include events for every type of



Three views of some of the sailing races that feature Astoria's annual big Regatta

sailboat from the tiny snipes, sunrays and flatties to the large but fleet Crods.

On the Columbia river also are staged such events as a tug-of-war from barges; rowing races; the spectacular capsize drill by the coastguardmen from the Pt. Adams lifesaving station; a tugboat tug-of-war; daring aquaplaning by the Sons of Neptune; and last but not least the fishboat and cannery tender races.

Although their boats are not as graceful as the sailboats or as fast as the outboard motorboats, the fishermen compete with the keenest zest for the Columbia river gillnet boat championships and the valuable prizes that go with them. There are races for boats of every power from boats with 5 h. p. or less to those with 50 h. p. or more.

Keen competition is also exhibited by the operators of the staunchly built and powerful cannery tenders which during the fishing season transport the fishermen's hauls of gleaming Chinook salmon to the canneries.

## Special Events Form Important Feature of Show

Special events attracting much interest on the Youngs river course are the parade of gleaming cruisers and sailboats from the Portland, Vancouver, Longview, Astoria and other yacht clubs; the

duck skiff races; swimming races and the wild goose chase.

There are land events also with bicycle, tricycle, roller skating and running races of every variety for the children; baseball games and other events.

One of the most beautiful events perhaps is the coronation pageant which is held under the floodlights on the green turf of Gyro field on the eve of the opening of the Regatta. Here the queen receives her crown and the admiral his scepter of authority from the rulers of the previous Regatta while the admiral's staff composed of prominent citizens from all the Pacific northwest and the princesses attend them. A pageant of music and dancing follows.

Reigning over the 1935 Regatta were Queen Peggy Chessman of Astoria and Admiral J. W. McCrea of Portland.

Fun of every sort can be found nightly during the Regatta at the Pirates Den where gaily costumed buccaners hold sway. Games of every kind and description may be played and dancing is available to one and all. Other events of the Regatta nights include the grand parade and the Regatta ball.

On September 4, 5, 6 and 7, Astoria will again be host to the whole Pacific northwest at the annual Astoria Regatta. It will be the best ever offered and Astoria will be proud to be host.

Setting the Pace Since 1932

# Modern Cash Grocery

As the Name Implies—MODERN in Every Detail in Quality—in Merchandise—in Service

RICHARD AHO, Manager

Hubert Alford Ing Simons Jack Metzger Wayne Suokko Perry Mitchell





## BOARD OF COMMISSIONERS:

E. M. Cherry, President	L. B. Ryan, Secretary
R. F. Moore, Vice-President	S. W. Lovell, Treasurer
J. O. Conwill, Commissioner	

# PORT OF ASTORIA

## ... a Complete Rail and Water Terminal

The Port of Astoria is located about 10 miles from the mouth of the Columbia River and consists of three large piers, equipped with all modern cargo handling facilities—6,370 lineal feet of berthing space with 30 to 35 feet of water. Fuel oil available at three loading berths. Piers adjacent to main ship channel, and vessels berth and leave without assistance of tugs. Service of more than 50 steamship lines, operating between Columbia River and principal world ports, are available to shippers and industries using Port of Astoria Terminal. Over 500 ocean-going vessels call at the Port Terminals each year. Quick dispatch at minimum expense is assured by type of service and mechanical facilities available to vessels loading or discharging.

Special facilities operated by the Port of Astoria include a bulk grain elevator with all necessary cleaning, washing and drying grain equipment, locomotive cranes of 25 and 50-ton capacity, electric overhead cargo cranes, portable electric conveyors for sacked cargo, electric pilers, tractors and trailers, and much other special cargo handling equipment. Capacity of warehouse and yard railroad tracks about 200 cars. Warehouses on Pier 1 and Pier 3 have a total of 398,000 square feet of storage space, all with automatic sprinkler system. Negotiable warehouse receipts issued by the Port of Astoria facilitate financing and shipping. Free switching by railroads on line haul traffic. Warehouse convenient for receiving and delivery by river craft or motor transport. Ample open yard storage for lumber and bulk cargo on Pier 2.

While tonnage handled for the past few years has been much less than in the period prior to 1930, traffic has been continually increasing and the last annual report of the Port reveals an increase of approximately 30 per cent for 1935 over ocean-going commerce handled in 1934. While grain, flour, lumber and fish are the commodities aggregating the largest tonnage, there are many items originating in the immediate vicinity that are of importance to rail and steamship operators.

The Port of Astoria Dredge NATOMA has proved a continual asset to the community and has made possible many improvements and developments at a reduced cost to the owner and has been the means of maintaining proper depths in and about the terminals as well as other waterways within this district that would not have been possible to carry out had it been necessary to obtain foreign equipment for such work.

**For Current Port of Astoria Tariff Rates and Information on Storage Space—Steamship Service, Etc.  
Address the Port of Astoria—Astoria, Oregon**



Visit the  
Clatsop  
Beaches---  
Seaside  
Gearhart  
Cannon  
Beach

Fishing  
Canoeing  
Bathing  
Golfing  
Riding  
Dancing  
Hiking

ENJOY THE SCENIC --- THE HISTORICAL --- THE RECREATIONAL  
ATTRactions OF A

## Clatsop Beach Vacation



THE HISTORICAL is a delight to many vacationers. At Seaside the Lewis and Clark Salt Cairn and the End of The Trail for those early discoverers. The Cannon of Cannon Beach, a relic of the wreck of the S.S. Shark in 1843.

LOVERS OF THE SCENIC will wonder at the natural quietness of Gearhart and the graceful sweep of the Beach. Seaside's Tillamook Head and the ruggedness of the rocky shores and sharp cliffs landward from Tillamook Light House. At Cannon Beach a drive along the beach. Ecola Park and the Sea. Arch Cape. These are the known places . . . but so many more to delight you as you discover them for yourself.



For Information On Clatsop Beach Resorts  
Write Chambers of Commerce



FOR PLEASURE LOVERS the Clatsop Beaches never fail to please. Dancing, Fishing, Surf Bathing in the Pacific, Golfing Riding, H i k i n g, Canoeing. Everything to make the vacationer, no matter what his tastes, forget the grind at home.

GEARHART, OREGON

SEASIDE, OREGON

CANNON BEACH, OREGON